

## **ABSTRACT**

**CREATIVE PROJECT:** The Personal Branding Toolkit for Social Media

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This project examines the rise of social media and its role in career professionalism. It outlines the negative and positive consequences of online behavior and explains how personal branding can be used to create a professional presence with positive impact. I have developed a step-by-step online guide to help job seekers and career professionals build a personal brand and manage their online reputation. The Personal Branding Toolkit for Social Media is available through an interactive website at [www.thepersonalbrandingtoolkit.com](http://www.thepersonalbrandingtoolkit.com). Sections include an introduction to the importance of online reputation management; exercises to build a personal brand identity; guidelines for setting objectives and goals; steps to determine a target audience and choose the best social platforms; tools for cleaning existing content; and tips for building new content.

*Keywords:* personal branding, social media, online reputation management